

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Postrel

Serial Number: 10/809,185

Filing Date: 3/25/04

Title: METHOD AND SYSTEM FOR ISSUING, AGGREGATING
AND REDEEMING MERCHANT LOYALTY POINTS WITH
AN ISSUING BANK

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 221313-1450

Sir:

RESPONSE TO OFFICE ACTION

In response to the Office action dated July 11, 2008,
the Applicant provides the following.